DIGITAL FINANCIAL LITERACY AMONG YOUTH WORKING IN UJJAIN DIVISION

A Synopsis Submitted to Mandsaur University for Registration of Doctoral Programme

January 2019

Submitted by

By

Avinash Vikram

Ph.D

(En. No: 18MGT6MGT1101)

Supervisor

Dr. Mukesh K Sharma

Associate Professor,

Faculty of Business Administration & Commerce

MANDSAUR UNIVERSITY

Approved by UGC, Rewas Dewda Road, SH - 31, Mandsaur, Madhya Pradesh- 458001

Ph. No. +919752122999, +919425924111

Website: www.mandsauruniversity.edu.in/

Email : info@mandsauruniversity.edu.in, phd@mandsauruniversity.edu.in

DIGITAL FINANCIAL LITERACY AMONG YOUTH WORKING IN UJJAIN DIVISION

ABSTRACT

As per the scenario of Indian economy, the changing financial environment has increased the responsibility of people to get aware about the financial literacy in a digital manner. The government is continuously focusing towards development of digital infrastructure and reducing gap of digital divide. Digital financial literacy is very important because there is close relationship between digital financial literacy and sound economic development of the nation. Whereas, India is a country where per capita income is very low as compare to developed nation. To bridge the gap through digital financial literacy we have to resolve the major issues like- lack of knowledge, fear of online fraud, poor internet facilities, access to the smart phones etc. Digital financial literacy is an emerging issue in the field of social science research through which aim of financial inclusion can be achieved. By keeping in view, the study is going to be conducted to identify the digital financial awareness of working youth of Ujjain division of Madhya Pradesh, which comprises Dewas, Mandsaur, Neemuch, Ratlam, Shajapur, Agar Malwa & Ujjain districts. The study will also cover social and education background of youth and impact on digital financial literacy, Major challenges in the success of digital financial literacy etc. The research will be based on non-probability sampling approach and the data will be collected through the structured questionnaire. The data will be analyzed with help of various descriptive and inferential tools. The outcome of research can lead to greater financial inclusion; enhance the use of financial services digitally. It also improves working culture, secure banking culture towards individual.

Keywords: *Financial Literacy, Digital India, Economic Development, Digital Divide*

OUTLINE OF THE PROPOSED RESEARCH WORK

I. Title of the Research Work: Digital Financial Literacy Among Youth Working in Ujjain Division.

II. Importance/ Rationale of Proposed Investigation

Indian financial sector is rapidly growing over the last decade. Low level of financial literacy thwarts individuals from creating various financial decisions. Financial literacy is the ability to use skills and knowledge to take effective and informed money management decisions. As per the survey conducted by various financial institutions and NGO's revealed that majority of adults in India do not focus financial planning and its related aspects. The Government of India is continuously concentrating on enhancing basic financial literacy of the people by offering various schemes like no frills account, simplification of know your customer, swabhiman campaign, establishing business correspondents, creating financial literacy credit council centers, jan-dhanyojna etc.

Besides, all such efforts still India could not touch the dream of 100% financial literacy. The launch of digital wallets, universal payments interface (UPI), and new age commercial and payment banks have paved new ways for a cashless economy. The understanding of basic financial concepts like budgeting, inflation effects on investments, risk and return, power of compounding and time value of money can help them in managing financial resources in better manner. Proper digital financial knowledge among working people will leads to the effective parking of available surplus with risk and return trade off.

Digital financial literacy can lead to a greater financial inclusion, expansion of financial services etc. It also provides affordable, convenient and secure banking services to every individual. Digital financial literacy can improve welfare and working culture of population.

III. Scope of Proposed Investigation

The study will be helpful in understanding the level of digital financial literacy and its application among youth those who are working in Ujjain division of Madhya Pradesh. The study may also be used as a basis of measuring effectiveness of digital financial literacy program for public initiated by government. The dream of digital India can be possible when youth is attached with digital financial services. Keeping in view the

requirement of present scenario of India, the study is an attempt towards identifying and assessing the awareness and impact of digital financial literacy among youth.

IV Location:

a) Any government or private organization where youth is working. Meaning of youth with respect to the research work is belongs to the age of 25 years to 40 years only.

b) The geographical area of the study will be confined to Ujjain division, which is an administrative geographical unit of Madhya Pradesh. It includes Dewas, Mandsaur, Neemuch, Ratlam, Shajapur, AgarMalwa& Ujjain district.

V Review of Work done on the Subject:

1. **Prasad &Meghwal (2017)** the study analyzed that digital financial literacy is a powerful weapon to improve financial inclusion of society. In the study households residing in Udaipur district of Rajasthan were taken into consideration for research purposes. The results revealed that people are more concerned with digital payments like debit card, credit card, mobile banking etc. The study also revealed that males are more digitally financial literate than females. At the end of study suggestive framework was also given.
2. **Aggarwal &Gupta (2014)** the objective of the study was to assess the awareness of financial literacy of students of Chandigarh, Punjab. In the study 180 students were assessed out of which 148 respondents were taken into consideration for analysis. The study revealed that the level of education and discipline affects the decision of financial matters. In the study it is found that there are some areas where government and banks should focus to improve financial literacy of the students.
3. **Srivastava & Sharma (2016)** assessed the banking habits among the people and examine the financial service awareness among the households residing in Udaipur, Rajasthan. The study was conducted on 120 households. The analysis revealed that majority of respondents is linked with bank account but not well aware with the financial services. The study also revealed that PMJDY also played a very crucial role in shaping financial inclusion.
4. **Ghaffar & Sharif (2016)** analyzed the level of financial literacy in Pakistan. The study highlighted that the middle aged and elder people were very cautious in

spending their funds and male respondents are superior in saving in Pakistan. Education and maturity level has straight relationship with financial literacy.

V Research gaps identified in the proposed field of investigation:

Financial literacy is considered as attractive and lucrative area of research in present digital world. It is observed in the decade that youth of the country are shifting from traditional payment method to digital payment gateways. From the various literature reviews it has been revealed that at macro level that many studies have already been conducted on the theme of financial literacy and digital financial literacy but at micro level still area of research is uncovered. Keeping in view the previous results the present study confined to digital financial literacy of youth residing in Ujjain division of Madhya Pradesh.

VI Objective of the proposed study

The primary objective of this research is to map the digital financial literacy level and find the relationship between digital financial literacy level and application by working youth with reference to Ujjain division. The detailed objectives of the study are as under:

1. To map the in depth view of Digital financial literacy in managing the family financial resources.
2. To study the impact of social & educational background on digital financial literacy level.
3. To explain the association between working people and digital financial literacy level.
4. To identify the challenges/barriers in digital financial literacy.
5. To put forth a suggestive framework for creating digital financial awareness program.

VIII. Research methodology:

The study aims to map digital financial literacy among working youth of Ujjain division of Madhya Pradesh, India. The study has employed descriptive survey research design. A questionnaire consisting of instrument to map the frequency of use of digital platform for financial transactions will be developed.

- **Hypotheses to be tested:**

- H_0: The digital financial literacy awareness of male and female respondents does not differ significantly.
- H_0: There is no impact of social & educational background on digital financial literacy.

- **Sources of Information:**
  - Primary data will be collected through a well structured questionnaire.
  - Secondary data sources will be used for developing theoretical base for both research report and questionnaire design. It includes books, journals, websites, news-papers and official reports of Indian Government and RBI from time to time.
- **Tools and Techniques of Research:**
  - The research will be based on Non-probability approach of sampling. A combination of Judgment and Convenience sampling will be used.
  - Through various techniques of Descriptive and inferential methodology.
- **Plan of Work**
  - During first six month, will work on literature review (atleast 20).
  - In next step, plan to attend an international/national conference with research paper concerning research theme.
  - In the next step, work on questionnaire and data collection.
  - Then work on research paper which will be published in UGC listed journals.
  - Compilation & analysis of data.
  - Thesis framing.

Note: The above mentioned research will be accomplished latest by 3 years.

IX. Expected outcome of research

- This research will be fruitful for the layman for best financial planning.
- The outcomes of research will help to financial institutions and banks for bringing out awareness related to financial services.
- The results of research will be helpful for the government for proper planning of financial inclusion so that government can plan a new scheme to achieve the inclusive growth through digital financial literacy.

X. Tentative Chapter Plan

- Introduction

- Review of Literature
- Research Methodology
- Data Analysis
- Findings, conclusions and Suggestions

XI. Bibliography

- Prasad, H. & Meghwal, D. (2017). Digital Financial Literacy: A Study Of Households of Udaipur. *Global Journal of Advanced Research,* Vol-4, Issue 5, 201-209
- Naidu, J.G. (2017). Financial Literacy in India: A Review of Literature. *International Journal of Research in Business Studies and Management,* Vol-4, Issue 6, 30-32
- Aggarwal, D. & Gupta, D. (2014). Awareness of Financial Literacy among College Students. *Journal of Management Sciences and Technology*, 2(1), 1-13.
- Ghaffar, S. & Sharif, S. (2016). *The Level Of Financial Literacy In Pakistan*. Social Science Research Network, 1-29.
- Srivastava, V. & Sharma, M. (2016). Financial Inclusion: A study of Rural Area of Udaipur, *Indian Journal of Accounting,* Vol-XLVIII (I), Page- 190-201

XII. Appendix (If any)

- **Research or Review Papers**

Document Information

Analyzed document	Synopsis with Abstract - Avinash Vikram.docx (D79003611)
Submitted	9/12/2020 7:33:00 AM
Submitted by	Avinash vikram
Submitter email	avinash.vikram@meu.edu.in
Similarity	2%
Analysis address	avinash.vikram.meu@analysis.urkund.com

Sources included in the report

W	URL: https://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/267797/8/09_chapter2.pdf Fetched: 7/11/2020 4:40:35 PM	1
W	URL: https://shodhgangotri.inflibnet.ac.in/jspui/bitstream/123456789/8313/2/synopsis.pdf Fetched: 5/27/2020 8:39:35 AM	1